

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A method for generating information
2 for an online advertisement, the method comprising:

3 a) generating a first plurality of search results using a
4 search query and an index of advertiser Web page
5 information;

6 b) determining, for each of the first plurality of search
7 results, at least one of (A) landing page information and
8 (B) ad creative information using a corresponding one of
9 the first plurality of search results;

10 c) generating, for each of the first plurality of search
11 results, an ad using the determined at least one of a
12 landing page information and ad creative information; and

13 d) generating a search result page including

14 i) at least a second plurality of search results
15 corresponding to the search query, and

16 ii) the generated ads,

17 wherein the generated ads are maintained as distinct from the
18 second plurality of search results on the search result page,
19 and wherein the second plurality of search results is a
20 predetermined number.

1 Claim 2 (original): The method of claim 1 wherein the ad
2 creative information is determined using information excerpted
3 from an advertiser Web page.

1 Claim 3 (original): The method of claim 1 wherein the ad
2 creative information is determined using a text snippet of the
3 search result.

1 Claim 4 (previously presented): The method of claim 1 wherein
2 the ad creative information includes information excerpted from
3 an advertiser Web page.

1 Claim 5 (original): The method of claim 1 wherein the landing
2 page information is a URL included in the search result.

Claims 6-28 (canceled)

1 Claim 29 (currently amended): Apparatus for generating
2 information for an online advertisement, the apparatus
3 comprising:
4 a) means for generating a first plurality of search
5 results using a search query and an index of advertiser Web
6 page information;
7 b) means for determining, for each of the first plurality
8 of search results, at least one of (A) landing page
9 information and (B) ad creative information using a
10 corresponding one of the first plurality of search results;
11 c) means for generating, for each of the first plurality
12 of search results, an ad using the determined at least one
13 of a landing page information and ad creative information;
14 and
15 d) means for generating a search result page including
16 i) at least a second plurality of search results
17 corresponding to the search query, and
18 ii) the generated ads,
19 wherein the generated ads are maintained as distinct from the
20 second plurality of search results on the search result page,
21 and wherein the second plurality of search results is a
22 predetermined number.

1 Claim 30 (original): The apparatus of claim 29 wherein the ad
2 creative information is determined using information excerpted
3 from an advertiser Web page.

1 Claim 31 (original): The apparatus of claim 29 wherein the ad
2 creative information is determined using a text snippet of the
3 search result.

1 Claim 32 (previously presented): The apparatus of claim 29
2 wherein the ad creative information includes information
3 excerpted from an advertiser Web page.

1 Claim 33 (original): The apparatus of claim 29 wherein the
2 landing page information is a URL included in the search result.

Claims 34-56 (canceled)

1 Claim 57 (currently amended): The method of claim 1 ~~wherein the~~
2 ~~second plurality of search results is a predetermined number,~~
3 ~~and~~ wherein the predetermined number of the second plurality of
4 search results is no less than a number of ads included on the
5 generated search results page.

1 Claim 58 (previously presented): The method of claim 1 wherein
2 the first plurality of search results and the second plurality
3 of search results are generated by the same search operations.

1 Claim 59 (previously presented): The method of claim 1 wherein
2 the ads included on the generated search results page are
3 ordered using a search score.

1 Claim 60 (previously presented): The method of claim 59 wherein
2 the search score is a function of an information retrieval
3 score.

1 Claim 61 (currently amended): The method of claim 59 wherein the
2 search score is a function of a ~~page-rank score~~ link analysis
3 that assigns a numerical weighting to each element of a
4 hyperlinked set of documents.

1 Claim 62 (currently amended): The apparatus of claim 29 wherein
2 ~~the second plurality of search results is a predetermined~~
3 ~~number, and~~ wherein the predetermined number of the second
4 plurality of search results is no less than a number of ads
5 included on the generated search results page.

1 Claim 63 (previously presented): The apparatus of claim 29
2 wherein the first plurality of search results and the second
3 plurality of search results are generated by the same search
4 operations.

1 Claim 64 (previously presented): The apparatus of claim 29
2 wherein the ads included on the generated search results page
3 are ordered using a search score.

1 Claim 65 (previously presented): The apparatus of claim 64
2 wherein the search score is a function of an information
3 retrieval score.

1 Claim 66 (currently amended): The apparatus of claim 64 wherein
2 the search score is a function of a ~~page-rank score~~ link
3 analysis that assigns a numerical weighting to each element of a
4 hyperlinked set of documents.

1 Claim 67 (new): The method of claim 1 wherein the predetermined
2 number of the second plurality of search results is independent
3 of a number of ads included on the generated search result page.

1 Claim 68 (new): The method of claim 1 wherein the predetermined
2 number of the second plurality of search results is more than a
3 number of the ads included on the generated search result page.

1 Claim 69 (new): The apparatus of claim 29 wherein the
2 predetermined number of the second plurality of search results
3 is independent of a number of ads included on the generated
4 search result page.

1 Claim 70 (new): The apparatus of claim 29 wherein the
2 predetermined number of the second plurality of search results
3 is more than a number of the ads included on the generated
4 search result page.

1 Claim 71 (new): The method of claim 1 wherein ad creative
2 information is determined, for each of the first plurality of
3 search results, and wherein the determined ad creative
4 information is used to generate the ad for each of the first
5 plurality of search results.

1 Claim 72 (new): The method of claim 71 wherein the ad creative
2 information is determined using information automatically
3 extracted from an advertiser Web page.

1 Claim 73 (new): The method of claim 71 wherein the ad creative
2 information is determined using a text snippet of the
3 corresponding search result.

1 Claim 74 (new): The method of claim 71 wherein the ad creative
2 information includes information automatically extracted from an
3 advertiser Web page

1 Claim 75 (new): The apparatus of claim 29 wherein ad creative
2 information is determined, for each of the first plurality of
3 search results, and wherein the determined ad creative
4 information is used to generate the ad for each of the first
5 plurality of search results.

1 Claim 76 (new): The apparatus of claim 75 wherein the ad
2 creative information is determined using information
3 automatically extracted from an advertiser Web page.

1 Claim 77 (new): The apparatus of claim 75 wherein the ad
2 creative information is determined using a text snippet of the
3 search result.

1 Claim 78 (new): The apparatus of claim 75 wherein the ad
2 creative information includes information automatically
3 extracted from an advertiser Web page.